

AMENDMENTS TO THE CLAIMS:

(currently amended) A method of advertising, comprising the steps of:

providing a shipping/packaging container product having an outer surface and an inner surface;

providing printing on a first ~~determined~~ predetermined area of said outer surface of said shipping/packaging container product a first advertisement of a first party owning said shipping/packaging container product;

providing printing on a second predetermined area of said outer surface of said shipping/packaging container product a second advertisement of a second party separate and distinct from said first party;

said first and second advertisements are both printed on said shipping/packaging container at the same time;

said second advertisement is ~~provided~~ printed on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed details;

said second predetermined area is allotted by said first party;

said second advertisement is provided by said second party to said first party without said first party buying said second advertisement;

said first party determines ~~said second predetermined area for~~ the size and location of said second advertisement on said shipping/packaging container product;

second party is not affiliated in any way with said first party;

said second advertisement is ~~provided~~ printed in said otherwise blank area on a front, back, side, top or bottom of said shipping/packaging container; and

the size of said second advertisement is ~~provided with a size~~ determined, at least in part, by the shipping/packaging container size.

Claims 2-10 (cancelled).

11. (currently amended) A shipping/packaging container product, comprising:

a shipping/packaging container body structure having an outer surface and an inner surface;

a first predetermined area of said outer surface of said shipping/packaging container body structure having within said first predetermined area a first advertisement of a first party owning said shipping/packaging container;

a second predetermined area of said outer surface of said shipping/packaging container body structure having within said second predetermined area a second advertisement of a second party separate and distinct from said first party

said first and second advertisements are both printed on said shipping/packaging container at the same time;

said second advertisement is ~~disposed~~ printed on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed detail;

said second predetermined area is allotted by said first party;

said second advertisement is provided by said second party to said first party without said first party buying said second advertisement;

said first party determines ~~said second predetermined area for~~ the size and location of said second advertisement on said shipping/packaging container product;

second party is not affiliated in any way with said first party;

said second advertisement is ~~provided~~ printed in said otherwise blank area on a front, back, side, top or bottom of said shipping/packaging container; and

the size of said second advertisement is ~~provided with a size~~ determined, at least in part, by the shipping/packaging container size.

Claims 12-20 (cancelled).